

WOMEN Who Insist on Style Insist on

•LA•FRANCE•

Shoes for Women

SEASON after season women who are particular about the refinements of dress have chosen La France shoes for their footwear. They have learned to accept La France models as the highest type of authentic style properly portrayed. La France shoes are style leaders. They are designed by fashion originators and made by master craftsmen who regard their work as an art.

By reason of our tremendous buying power, it is our privilege to offer our patrons the benefit of moderate prices, notwithstanding the conditions in the leather market which have sent the cost of Shoes a-soaring.

*More Beautiful Models This
Spring Than Ever Before*

The high cut boot still retains its leadership this season and, hence, is accorded the place of honor in our display. Color combinations will likewise prove popular and with the White Kidskin models are prominent in our showing of more than eighty distinctive models.

Derberich's

1116-22 Seventh Street

Store Hours:—
8 to 6, Daily and Saturday

813 Penna. Avenue

